

Message Text

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PAGE 01 TAIPEI 00905 160846Z

ACTION EA-09

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FOR BIC/OIM/EA-KELLY

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: TRADE CENTER'S FY '78 SCHEDULE OF EVENTS

REF : TELCON KELLY/POTHUISJE, 2/14/77

1. TTC UNDERSTANDS SCHEDULE OF EXHIBITIONS IN TRADE CENTER
FY '78 PROGRAM COMPRISSES SIX WASHINGTON-MOUNTED SHOWS AND
TWO BUSINESS-SPONSORED PROMOTIONS WHICH ARE TO BE RECRUITED
LOCALLY. IN ORDER TO REDUCE CURRENT LEVEL OF SEVEN
TENTATIVELY-SCHEDULED EXHIBITION THEMES TO SIX SCHEDULED
THEMES, TTC RECOMMENDS COMPUTERS AND RELATED EQUIPMENT BE
CONVERTED FROM WASHINGTON-SPONSORED EVENT TO MULTI-FIRM
BSP. IF SCHEDULING DEMANDS PRECLUDE THIS CHANGE, SECOND
CHOICE WOULD BE PLYWOOD PROCESSING AND WOODWORKING
EQUIPMENT; AND THIRD CHOICE, PACKAGING EQUIPMENT.

2. SINCE ABOVE "REDUCTION" MUST BE MADE, TRADE CENTER
HIGHLY RECOMMENDS CONVERTING COMPUTER THEME. AMONG
SEVEN THEMES IN QUESTION, COMPUTERS ETC. PARTICULARLY
LENTS ITSELF TO MULTI-FIRM BSP VEHICLE AND LOCAL
PROCUREMENT. FOR FURTHER SUBSTANTIATION, OIM IS REFERRED
TO A-08 OF JANUARY 31, 1977 (ESPECIALLY PARA 8), FINAL
REPORT ON DECEMBER ADVANCED BUSINESS MACHINES JEEP/
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MULTI-FIRM BSP, WHICH INCLUDED COMPUTERS AND RELATED
EQUIPMENT. PLYWOOD PROCESSING AND WOODWORKING EQUIPMENT
WOULD BE RELUCTANT SECOND CHOICE, SINCE EVENT WAS
ORIGINALLY PROPOSED AS SPECIALIZED EXHIBITION AND SINCE
(BECAUSE 38.6 PERCENT OF WOOD AND FURNITURE MAKING
FACTORIES ARE IN CENTRAL TAIWAN AREA AND 33.9 PERCENT
IN SOUTHERN AREA; 27.5 PERCENT IN NORTHERN AREA) THEME

COULD EQUALY EFFECTIVELY BE PROMOTED AS DOWN-ISLAND EVENT. PACKAGING EQUIPMENT, A HIGH PRIORITY THEME, IS TENDERED AS THIRD CHOICE ONLY BECAUSE NEW PRODUCT CLINIC (VIDEO/CATAKIG EXHIBITION) ON THIS THEME IS PLANNED FOR EARLY FY '78.

3. REQUEST OIM ADVISE ASAP IF COMPUTER THEME CAN BE CONVERTED AND, IF NOT, WHICH THEME HAS BEEN SELECTED, SO TTC CAN BEGIN PLANNING MULTI-FIRM BSPS AT EARLIEST POSSIBLE DATE. IN ADDITION, POST IS HIGHLY DESIROUS OF SCHEDULING EXHIBITION IN KAOHSIUNG. THEME SELECTED MIGHT FORM PART OF MULTI-FIRM "AMPRO-TYPE" BSP EVENT WHICH COULD BE ORGANIZED EARLY IN FY '78 TO INCREASE U.S. SHARE OF MARKET IN RAPIDLY DEVELOPING INDUSTRIAL SOUTHERN AND CENTRAL TAIWAN. POTHUISJE WILL BE PREPARED TO DISCUSS SUBJECT FURTHER DURING MARCH HOME LEAVE.
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